

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>		<u>Alt Order #</u>
483097 /		06214572
<u>Product</u>		
<b>S BERKLEY FOR SENATE</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/02/12 - 10/08/12		
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Berkley For Senate	10/02/12 / 10/02/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KVVU	Teresa Difuria	TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street, Ste. 602**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 3	KVVU	10/02/12	10/05/12	MORE Access	6-7pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$350.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	KVVU	10/01/12-10/07/12		MORE Access	6-7pm	-TuWThF----	:30		\$350.00	NM		
		See MG 3.5,3.6										
4	KVVU	10/01/12-10/07/12		MORE Access	6-7pm	-TuWThF----	:30		\$350.00	NM		
		See MG 3.5,3.6										
5	KVVU	10/04/12-10/05/12		Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$350.00	NM		
Ⓜ MG for 3.4,3.3												
6	KVVU	10/04/12-10/05/12		Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$350.00	NM		
Ⓜ MG for 3.4,3.3												
<b>Totals</b>											42	\$36,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	42	\$36,000.00	\$30,600.00
<b>Totals</b>	<b>42</b>	<b>\$36,000.00</b>	<b>\$30,600.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU-TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555  
Henderson - Las Vegas

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
483097 /	06214572
<u>Product</u>	
S BERKLEY FOR SENATE	
<u>Contract Dates</u>	<u>Estimate #</u>
10/02/12 - 10/08/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
Berkley For Congress	06/26/12 / 06/26/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus  
1831 Chestnut Street, Ste. 602  
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/02/12	10/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$625.00			
N 2	KVVU	10/08/12	10/08/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	1-----					1	\$625.00			
N 3	KVVU	10/02/12	10/05/12	MORE Access	6-7pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$350.00			
N 4	KVVU	10/08/12	10/08/12	MORE Access	6-7pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	1-----					1	\$350.00			
N 5	KVVU	10/02/12	10/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$550.00			
N 6	KVVU	10/08/12	10/08/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	1-----					1	\$550.00			
N 7	KVVU	10/02/12	10/05/12	TMZ	730-8p		:30			NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$675.00			
N 8	KVVU	10/08/12	10/08/12	TMZ	730-8p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	1-----					1	\$675.00			
N 9	KVVU	10/02/12	10/05/12	Extra	M-F 7-730p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12	-TWTF--					4	\$500.00			
N 10	KVVU	10/08/12	10/08/12	Extra	M-F 7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/08/12	10/14/12	1-----					1	\$500.00			
N 11	KVVU	10/06/12	10/06/12	TMZ Weekend	Sa 7-8p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:												

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25-TV 5 Drive  
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(702)435-5555

Henderson - Las Vegas

Contract / Revision	Alt Order #
483097 /	06214572

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	S BERKLEY FOR SENA	

Advertiser	Original Date / Revision
Berkley For Congress	06/26/12 / 06/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/01/12	10/07/12	-----1-				1	\$325.00			
N 12	KVVU	10/04/12	10/04/12	Glee				Thu 9p-10p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	---1---				1	\$2,300.00			
N 13	KVVU	10/03/12	10/03/12	The X Factor				The X Factor		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	--1----				1	\$2,800.00			
N 14	KVVU	10/04/12	10/04/12	The X Factor				The X Factor		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	---1---				1	\$3,750.00			
N 15	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p				1045p-11p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1				1	\$700.00			
N 16	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p				Su 10p-1045p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1				1	\$1,075.00			
N 17	KVVU	10/06/12	10/06/12	FOX 5 News Sat 10-11p				10-11p Sat		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	----1-				1	\$800.00			
N 18	KVVU	10/02/12	10/05/12	Fox 5 News M-F 10p-11p				10p-11p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				4	\$1,325.00			
N 19	KVVU	10/08/12	10/08/12	Fox 5 News M-F 10p-11p				10p-11p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	1-----				1	\$1,325.00			
N 20	KVVU	10/02/12	10/05/12	Fox 5 News M-F 11p				M-F 11-1135p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				4	\$825.00			
N 21	KVVU	10/08/12	10/08/12	Fox 5 News M-F 11p				M-F 11-1135p		:30		NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	1-----				1	\$825.00			

Totals

42 \$36,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	42	\$36,000.00	\$30,600.00
<b>Totals</b>	<b>42</b>	<b>\$36,000.00</b>	<b>\$30,600.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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REP HEADLINE# 6214572 TRF# 483097  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP : TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET FROM REP OCT2/12 18-32  
\* \* \* CHANGES \* \* \* \*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/S BERKLEY /D/SEN/NV  
AGY # \_\_\_\_\_ AGY. NAME SHORR JOHNSON MAGNUS  
1831 CHESTNUT STREET  
PHILADELPHIA, PA 19103

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME MICHAEL D'ETTORE  
SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6214572  
CLASS: NATL. LOCAL REGIONAL

PRDCT S BERKLEY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

REP:

TO ROSE  
FR NIKKI  
OK'D M3 SEE LINE 24  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

SHELLEY BERKLEY FOR SENATE

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPSTS: WEEK : DAYS :TOTAL:  
:LINE#: : : : : : : DATE : DATE : /WK: INV'T : :SPSTS:

3	S	600P-700P	30	\$350.00	10/2	10/5	2	TU-F	2
PROGRAM : MORE CON COM1: MAX 1X DAY									

PROGRAM : NEWS

ORD COM1: SPOTS N/A. MG 6P NEWS. PRE-BOOKED. PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-3 FOR 2 SPOTS/WK

STATION MAKEGOOD OFFERS:  
M3 OK'D BUY#3 MISSED:TUE-F/600P-700P OCT2 (2/WK)  
OFFER:TH-F/600P-630P OCT4 (2/WK)  
CMT:SPOTS N/A. MG 6P NEWS. PRE-BOOKED. PLS APPROVE.

REP: THE CREDIT ORDER W  
HEADLINE# 6214572 TRF# 483097  
MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 CREDIT ADVISORY: ORDER WORKSHEET AGENCY HARRIS REPORT FROM REP \* \* CHANGES \*\*

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT 2/12 18-32  
\*\*\*CHANGES\*\*\* \*\*\* KYVU-TV \*\*\*

REP HEADLINE# 6214572 TRF# 483097  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP : TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET: HARRIS REPORT FROM REP SEP27/12 15-46  
\* \* \* CHANGES \* \* \* \*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/S BERKLEY /D/SEN/NV

AGY # \_\_\_\_\_ AGY. NAME SHORR JOHNSON MAGNUS

1831 CHESTNUT STREET

PHILADELPHIA, PA 19103

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME MICHAEL D'ETTORRE

SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6214572

CLASS: NATL. LOCAL REGIONAL

PRDCT S BERKLEY FOR SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

DATE SEP27/12 15.46

REP:

TO ROSE  
FR NIKKI  
OK'D MI AND M2  
SEE LINES 22-23  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

SHELLEY BERKLEY FOR SENATE

:LINE#:	REP :	CD:	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAY:	:TOTAL:	:SPTS:
:LINE#:	:	:	:	:	:	:	DATE :	DATE :	/WK:	INVT :			

9	S	700P-730P	30	\$500.00	10/2	10/5	3	TU-F	3			
22	A	900P-930P	30	\$500.00	10/3	10/3	1	WED	1			

PROGRAM : EXTRA  
CON COM1: MAX 1X DAY

PROGRAM : EXTRA  
ORD COM1: TP CHG DUE TO PRESIDENTIAL DEBATE. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-9 FOR 1 SPOT/WK

11 S 700P-800P 30 \$325.00 10/6 10/6 0 SAT 0

PROGRAM : TMZ WEEKEND

REP HEADLINE# 6214572 TRF# 483097  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 15-46  
\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK :	DAYs	: TOTL:	: SPTS:
:	:	:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :			
23	A	600P-700P			30		\$325.00	10/7	10/7	1	SUN		1.	
PROGRAM : EXTRA WEEKEND SPOT N/A DUE TO SPORTS. MG 'EXTRA WEEKEND' ON SUNDAY. PRE-BOOKED PLS														
ORD COM1: SPOT N/A DUE TO SPORTS. MG 'EXTRA WEEKEND' ON SUNDAY. PRE-BOOKED PLS														
ORD COM2: APPROVE.														
THIS IS A MAKE-GOOD FOR OCT6 ON LINE-11 FOR 1 SPOT/WK														
STATION MAKEGOOD OFFERS:														
ML	OK'D	BUY#9			MISSED:TU-F/700P-730P		OCT3	30S	30S	\$500.00	(SEP25/12)			
					OFFER:WED/900P-930P		OCT3	30S	30S	\$500.00	PLS ADVISE.			
					CMT:TP CHG DUE TO PRESIDENTIAL DEBATE. PRE-BOOKED PLS APPROVE.									
M2	OK'D	BUY#11			MISSED:SAT/700P-800P		OCT6	30S	30S	\$325.00	(SEP25/12)			
					OFFER:SUN/600P-700P		OCT7	30S	30S	\$325.00	PLS ADVISE.			
					CMT:SPOT N/A DUE TO SPORTS. MG 'EXTRA WEEKEND' ON SUNDAY. PRE-BOOKED PLS									
					CMT:APPROVE.									
OCT/12					36000.00									
CONTRACT TOTAL 36000.00														
TOTAL SPOTS 42														

MARKET TOTALS \$144,000 KVUU 25% KSNV 20% KLAS 32% KTNV 21% KVMY 1% KVCW 1% CABL 0%

KTUD 0% CABLE 0%

OVERALL SHARE FOR ALL ORDERS 10/2-11/6. WILL UPDATE RATES WK PRIOR TO CLEAR.

SVC- NSI  
DEMONS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES I-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6214572  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUN 26 / 12 10 . 3  
\*\*\* KV VU-TV \*\*\*

ADV	#	ADV.	NAME	POLI / S	BERKLEY	/ D / SEN / NV
AGY	#	AGY -	NAME	SHORR	JOHNSON	MAGNUS

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME MICHAEL D'ETTORRE  
SALRS PRSN PH- TERRSA DIFURTA

1831 CHESTNUT STREET

ORDER # 483097

ICE) www.ice.org

FLIGHT DATES OCT2/12 OCT

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DATE JUN 26/12 10.30

REP: TO ROSE

FROM NELLIE  
NEW SHELLEY BERKLEY FOR SENATE ORDER  
TOTAL \$36,000  
PLS CNF THANKS

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHE

SHELLEY BERKELEY FOR SENATE

•TINF#•PRP :CD: TIME PERIOD : LENGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTAL:

TU-F  
1 700A-900A 30 \$625.00 10/2 10/5 4

PROGRAM : NEWS  
CON COM1 : MAX 1X DAY

2  
700A-900A

PROGRAM :: NEWS

三  
600P-700P

PROGRAM :: MORE

ON.COM MAX TA

PROGRAM : MORE

REP HEADLINE# 6214572  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUN26/12 10.3  
\*\*\* KVUU-TV \*\*\*

REP HEADLINE# 6214572  
\*\*\* OPTCTNT PRTV#0 \*\*\*

REP: TEL# 610-293-4100 CREDIT RISK !!! FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY  
CREDIT ADVISORY: AGENCY

JUN26/12 10.3